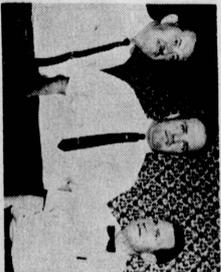


A Most Unique Delivery Room



Whoever heard of a "delivery room" with red carpet and velvet wallpaper to match? Every Vel's Ford customer, that's who! We deliver all our new Fords and fine Value Sealed Used Cars from the floor of this delivery room adding a genuine touch of class to a very memorable occasion for all our customers. Our contract secretaries Sandy Booth and Dorothy Peterson, will help finalize your purchase and send you on your way in your new car promptly.

Here Are The Gentlemen



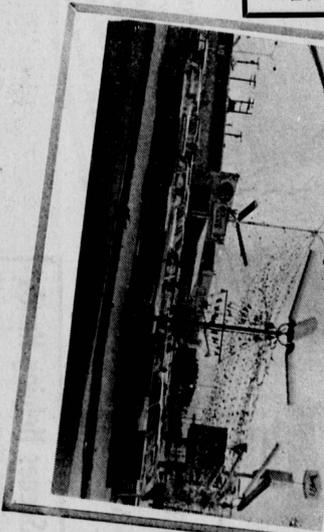
who will help you continue to enjoy your new Ford or Value Sealed Used Car after purchase. Clarence Maples, Bob Ferdinand and Irv King, our Service Managers. You'll find their office right at the entrance of our Service Department. They will make Vel's "Red Carpet Treatment" a reality for you. They will be happy to discuss your service problems with you personally, and do everything possible to assure your satisfaction.

LARGEST STOCK OF NEW & USED CARS

IN THE SOUTH BAY AREA!!



No, we are not the World's Largest Ford Dealer — although we may look like it in this picture. You'll always find a combined stock of 400 or more new and used cars to choose from here at Vel's Ford — serviced and ready for immediate delivery. It represents the largest stock of New Fords and fine Value Sealed Used Cars in the entire South Bay area. Pardon our bragging, but we really do outsell all our competitors by quite a wide margin. We believe this is because we make better deals and offer better service both before and after sale. In addition, there's never any high pressure selling. We would like to serve your transportation needs. May we show you a new or used car today?

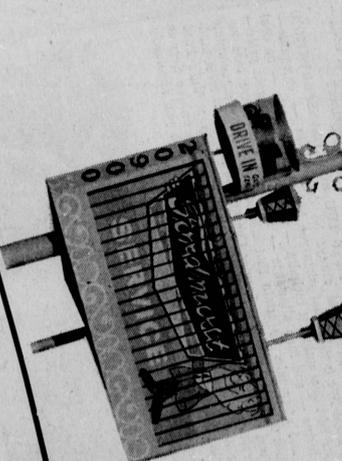


AUTOMOTIVE SUPPLEMENT TO TORRANCE PRESS-HERALD-WILMINGTON PRESS-JOURNAL

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FORD

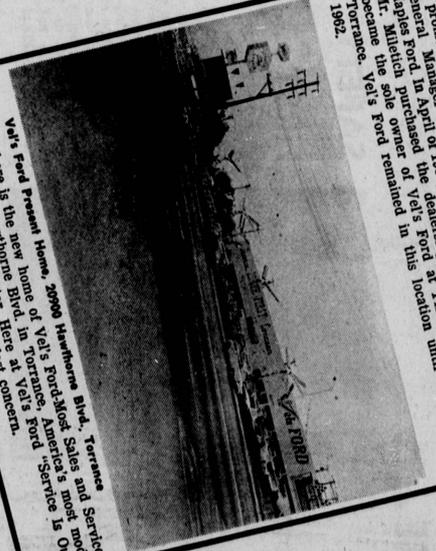
Service Is Our First Concern



PROGRESS REPORT ...

It all began here in Torrance. This Vel's Ford first presented for Millett's first presentation here as a Sales Representative when it was Schultze and Peckham Ford. He worked his way up to become the general Sales Manager in 1954. Genlitz and Maples immediately purchased the business and introduced the business to Mr. Oscar Maples and Irv King, the promoter of the business. In April of 1957, Mr. Maples purchased the Vel's Ford dealership from Mr. Capitulo and the sale remained in this location until December 1962. Torrance. Vel's Ford

Vel's Ford First Home
1420 Carville Ave., Torrance



Vel's Ford Present Home, 20900 Hawthorne Blvd., Torrance. Pictured here is the new home of Vel's Ford, America's most modern and complete Ford Center. Here at Vel's Ford "Service Is Our First Concern." We'll make it your last concern.

VEL MILETICH

President

Vel's Ford Sales Co.

A new breed

A fresh philosophy



Born in South Dakota — Torrance resident since 1927 — Graduate of Torrance School System — Inbred with the ambition to be the Ford Dealer in Torrance since he was just a boy — Apprentice Mechanic and Parts Boy for Torrance Auto Parts at the age of 14 — Export Mechanic at the age of 17 — Family's sole provider at the age of 18 — Served with the Army Air Force in the South Pacific during World War II — Parts Manager for the Torrance Chevrolet Dealer — Salesman — Sales Manager — General Sales Manager — General Manager — and finally Dealer.

In brief, that the story of Vel Miletich, Owner and President of Vel's Ford Sales Company in Torrance. Mr. Miletich has devoted his entire life to the automotive field. Through the application of hard work and sincere determination he was able to attain his childhood ambitions. He was not sponsored in his business. He created it.

The end result is the embodiment of a lifelong desire to have the finest automotive service facility anywhere — offering the most every conceivable means of fine quality car care at the lowest possible cost. This is the purpose and continuing goal of Vel's Ford-Most Sales and Service Center in Torrance.

As Mr. Miletich says, "In a way, the keys to your new car open the door to my office. I am personally concerned with your complete satisfaction, and will do whatever I can to serve you. You're always welcome."

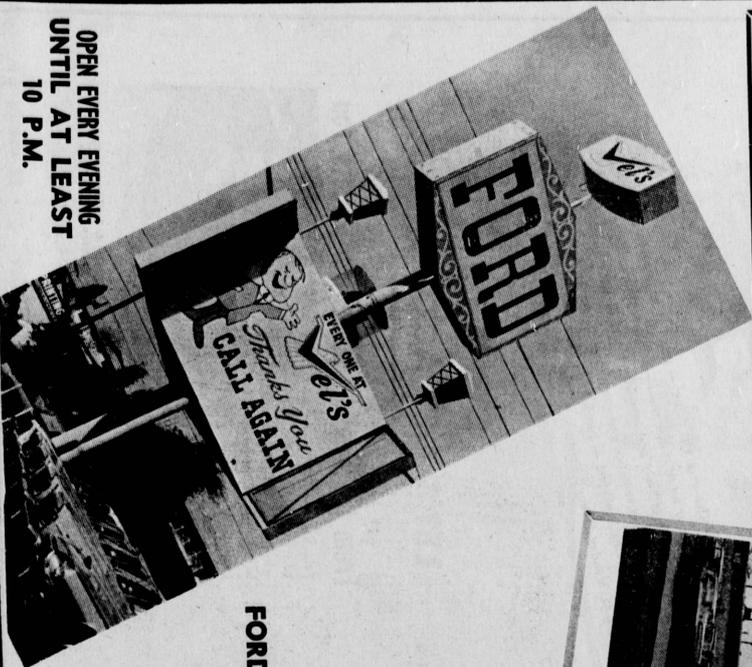
The story of America's most modern and complete automobile sales and service facility

The SOUTH BAY'S LEADING NEW CAR DEALER

Vel's Ford

TORRANCE

OPEN EVERY EVENING UNTIL AT LEAST 10 P.M.



FORD-MOST SALES & SERVICE CENTER



20900

HAWTHORNE BLVD.
TORRANCE • 370-3636